



## ***For Immediate Release***

***\*Time Sensitive Material***

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### ***Companies Experience Success with IT Kickstart Round 2 of funding set to begin***

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ERIE, PA (3/17/2005) --- When Eriez Magnetics, a world-wide leader in magnetic, vibratory, and metal detection solutions headquartered in Erie, PA, needed to stay competitive in their international market, they turned to the IT Kickstart program. Eriez was just one of 20 area businesses who took part in the first round of the program offered by The Center for eBusiness and Advanced Information Technology (eBizITPA) and round 2 of funding is about to begin.

The IT Kickstart program of eBizITPA in partnership with the North West Industrial Resource Center (NWIRC), encourages small and medium-sized businesses across thirteen Northwest Pennsylvania counties to accelerate information technology projects by providing grants and support for implementation. A twofold goal of the program is to increase the company's productivity while generating work and increasing experience for local information technology providers.

"In less than a year, we've completely re-engineered our web site, making it a true sales-generating tool for our company," says Keith Jones, Director of Corporate Communications of Eriez Magnetics. "Since its implementation, our site has generated about 17,000 sales leads and nearly \$3 million in additional revenue. And IT Kickstart helped us get our project off the ground."

Eriez joins a varying list from manufacturing companies to office supply stores to florists and travel agencies who are making IT Kickstart work for them. "Many times businesses are hesitant to invest in IT projects, but Kickstart provides a portion of the funding and access to local experienced IT providers, along with support from eBizITPA and NWIRC with implementing their new project," explains Ron May, IT Program Manager of eBizITPA. "Kickstart enables companies to add relevant technology to increase their profitability while improving relationships with potential suppliers for future projects."

eBizITPA will be holding three informational kick-off presentations:

January 25 Erie – Bel-Aire Hotel and Conference Center 7:45 – 9:30 AM

January 26 Sharon – Radisson Hotel of Sharon 7:45 – 9:30 AM

January 27 DuBois – Holiday Inn 7:45 – 9:30 AM

Interested businesses and IT providers should RSVP for the event by visiting [www.ebizitpa.org/ITkickstart](http://www.ebizitpa.org/ITkickstart) or calling (814) 898-6500.

*The Center for eBusiness and Advanced IT is a state-wide Ben Franklin Technology Authority initiative designed to help Pennsylvania businesses and organizations understand and use information technology and e-business tools. It is headquartered in Erie, PA and located on the Internet at [www.ebizitpa.org](http://www.ebizitpa.org).*

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